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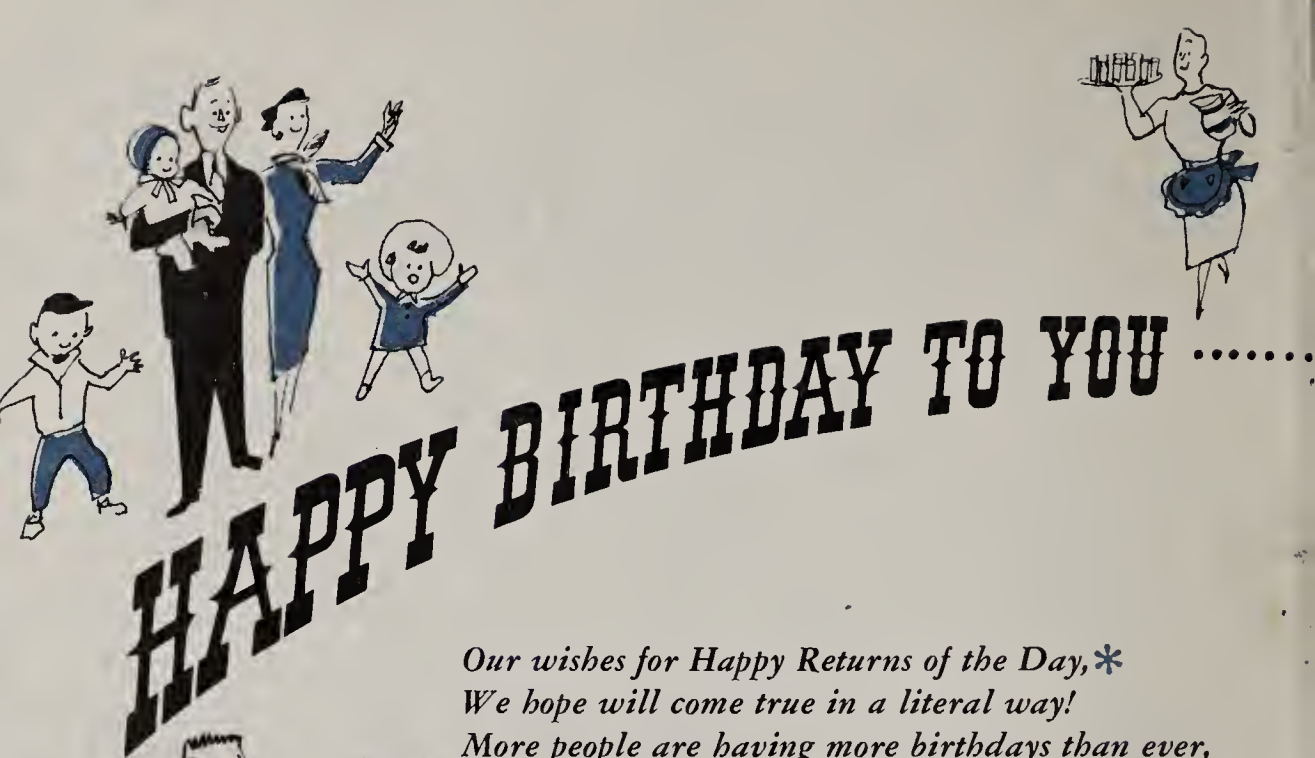
MANY HAPPY RETURNS



To the forties, the fifties,
the sixties and over.



NUTRITION INFORMATION IN THIS BOOKLET HAS BEEN ACCEPTED BY
THE COUNCIL ON FOODS AND NUTRITION OF THE AMERICAN MEDICAL ASSOCIATION



Our wishes for Happy Returns of the Day,
We hope will come true in a literal way!
More people are having more birthdays than ever,
While adding more life to the years, if they're clever!*

**From good food wisely chosen*



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HAPPY BIRTHDAY TO YOU . . .

Your birthdays may return many more times now than if you had lived a century ago. Today, the average length of life in the United States is 68 years. In 1850, it was 40 years. A birthday gift of 28 more years!

Why not plan to add life to your years?

You often feel in middle life that there's never enough time for tasks in home, business, or community; you long for the day when there's nothing you *have* to do. But people who've tried it, wish they were busy again!

You can make later years more lively if you give yourself the birthday gift of keeping fit in mind and body, now and in years ahead. Here are some ingredients of this gift: absorbing interests or hobbies to keep you useful and

cheerfully busy . . . pride in your years

and your looks . . . regular sleep,

frequent rest . . . moderate exercise

chosen with judgment . . . a regular

health examination by your physician . . . and wise choice

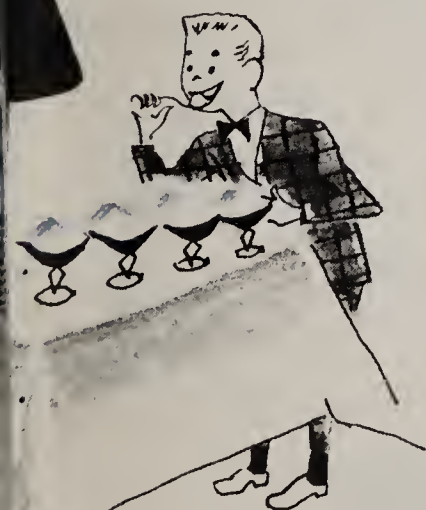
of food. Evidence is piling up

that what we eat, or don't eat, through life, affects how and

when we begin to age. So here

are some pointers about good food for good years

after forty.



FOOD FOR THOUGHT

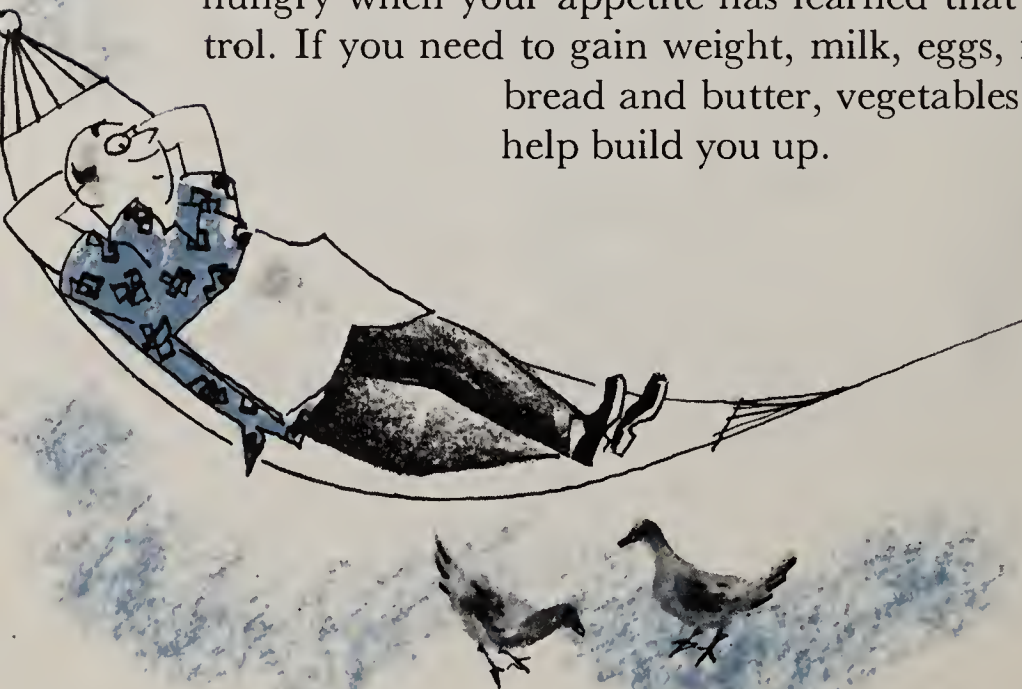
*You eat what you want, and you always will do so?
How lucky you'll be if you make this come true though!
But eat what you want, if you're truly judicious,
And want what you need, knowing what is nutritious!*

If you're a forty-niner, more or less, you need at least as much protein, minerals, and vitamins as you did in your early adult life.

But as time passes, and with decreasing physical activity, you use less food as fuel to burn for energy. In other words, you need fewer total calories. By 65, you may need only about three-fourths as many calories as in earlier life.

What should you do? Just eat less of everything? That depends on your "everything!"

Give thought to your choices. First, choose foods that give you necessary protein, minerals, and vitamins. Then add what you wish, but limit the amount to keep your weight at the point where you look and feel your best . . . the weight your doctor approves for you. You needn't feel hungry when your appetite has learned that *you're* in control. If you need to gain weight, milk, eggs, meat, cereals, bread and butter, vegetables and fruit will help build you up.



PROTEIN

You'd be surprised if your car, your washing machine or your lawnmower should repair itself some fine day. But your body mechanism repairs its own daily wear and tear all the time. One food essential for self-repair is protein; from skin and muscle to blood and bone, your body tissues must have it, even to live.



Milk and its products . . . cheese and ice cream . . . eggs, meat, poultry, and fish contain "complete" proteins, building materials the body cannot make for itself. Bread, cereals, peanut butter, dried beans, peas, and other vegetables provide useful but less complete proteins. A practical, enjoyable way of making sure that you have the protein you need is to eat some protein foods from animal sources and some from grains and vegetables *at each meal*.

Here are simple menus for two days that give you enough protein, and are moderate in calories if you eat average servings. The foods shown in *italics* supply the animal protein in each meal. Add coffee or tea if you wish.

Breakfast

Fruit
Cereal
Buttered toast
Milk

Citrus fruit
Egg
Buttered toast
Milk or hot chocolate made with *milk*

Lunch or Supper

Scrambled eggs
Tomatoes
Bread, butter
Milk

Creamed vegetable soup
Cheese and crackers
Fruit

Dinner

Meat, fish, or poultry
Potato
Green peas
Tossed salad
Ice cream

Meat, fish, or poultry
Potato
Lettuce, *cottage cheese*,
grated carrot salad
Gingerbread
Milk





MINERALS



The original “Forty-niners” went West to find gold in 1849. If your age makes you a modern “Forty-niner,” (more or less!),

you’re seeking a different kind of wealth . . . good health . . . when you look for food rich in necessary minerals. Normally, your daily food can supply all the calcium, iron, and other minerals you need.

You can’t afford to neglect calcium-rich foods, just because your bones are full size. Calcium can be withdrawn from the bones during adult years if your food does not provide enough for all your needs. Calcium is needed for normal blood clotting, and for healthy nerve and muscle action, as well as for bones.

It is difficult to get the calcium you need, unless you use milk daily . . . two glasses or more, with cheese and ice cream, often. Why? Because other everyday foods contain little calcium. Turnip greens, broccoli, or dried beans . . . next best sources . . . are not nearly milk’s equal in calcium, nor do most people want to eat them everyday.

Iron is required for healthy blood. Eggs, lean meats, especially liver, poultry, fish, whole-grain or enriched bread and cereals, some “greens,” dried peas and beans, dried fruits are good food sources of iron. Be sure to include some of these foods daily.

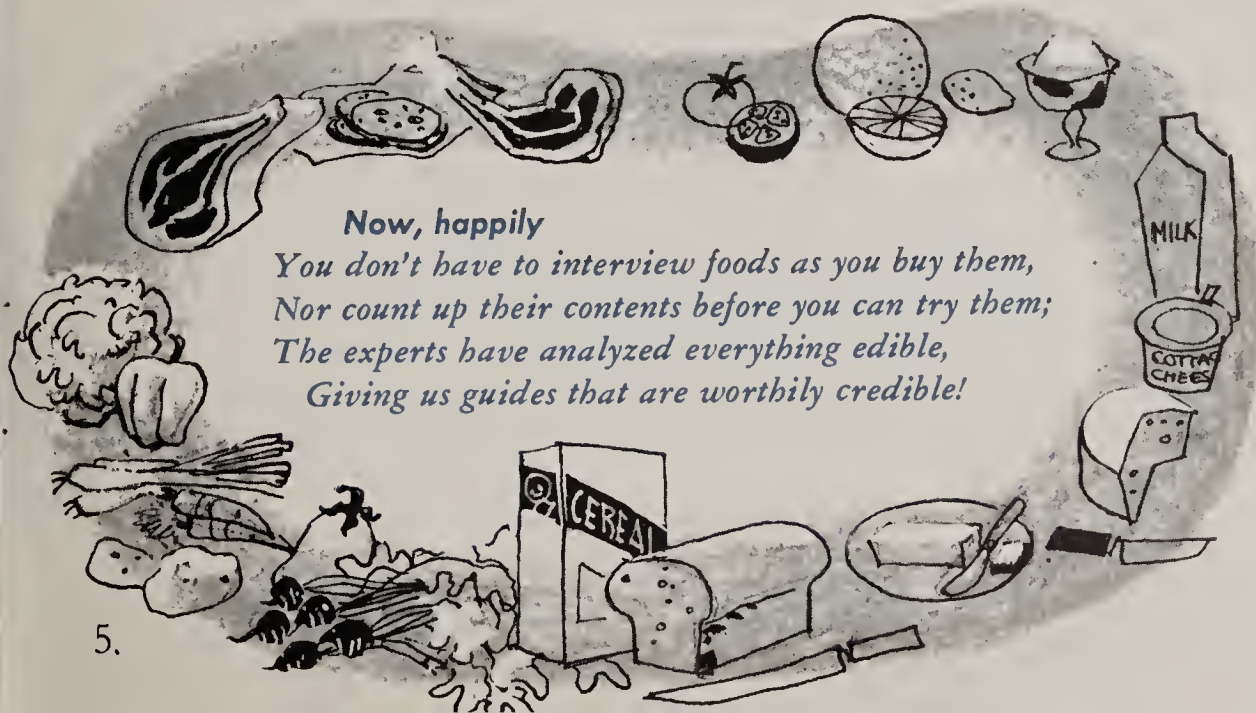
VITAMINS

Naturally you need vitamins . . . and most people get them naturally, through well chosen foods. Foods provide the vitamins we know we need, and probably more that are still unknown to us.

Practically everything that goes on within our bodies requires the action of one or more vitamins. They are necessary in order for your body to make proper use of food. They function in vision. They are essential in maintaining health.

Although they are so remarkable, you get these useful vitamins from simple, everyday foods. Some foods are particularly rich sources of certain vitamins. For instance: riboflavin from milk and milk products; vitamin C from citrus fruits and tomatoes; vitamin A from butter, butterfat in dairy foods, and from green leafy and yellow vegetables; thiamine, niacin, and riboflavin from meats, legumes, and whole or enriched cereals and breads; and vitamin D from vitamin D milk.

Your physician is the only one who should prescribe vitamins, minerals, or proteins in pill or medicinal form. He will do so if he thinks you need an extra amount.



Now, happily

*You don't have to interview foods as you buy them,
Nor count up their contents before you can try them;
The experts have analyzed everything edible,
Giving us guides that are worthily credible!*

HOW DOES YOUR FOOD MEASURE UP



Milk in some form at every meal?

(To equal 2 large glasses or more a day . . . to drink, combined with other foods; in cheese; in ice cream)

One serving or more (at least 4 ounces, cooked) of meat, fish, poultry, cheese, or combination of these protein foods?

(Dried beans, peas, peanut butter sometimes, with milk or cheese at the same meal)

An egg a day, or at least 3 to 5 a week?

A green or yellow vegetable once a day?

Citrus fruit or tomato each day?

At least 3 more servings of vegetables or fruits each day?
(One may be potato)

One serving or more of enriched or whole-grain bread or cereal at each meal? (Breads made with milk)

Butter on bread and in cooking, 2 tablespoons a day?

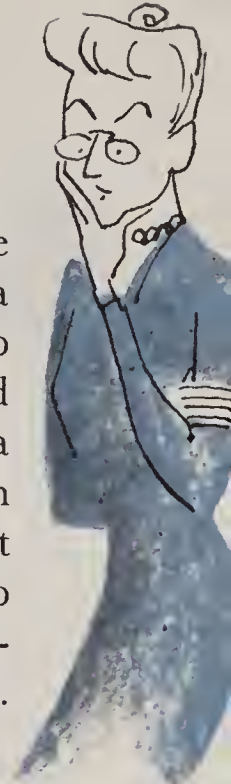
(Note: average serving of vegetable or fruit is $\frac{1}{2}$ to $\frac{2}{3}$ cup)

These foods are recommended as a guide to good eating because they are high in proteins, minerals, vitamins . . . modest in calories.* A day's supply (average servings in the minimum amounts suggested) give only 1200 to 1400 calories when you choose lean or moderately fat meat and unsweetened or lightly sweetened fruits. For most men and women, there is room for more of these foods or other favorite additions. Do not add more than you can eat and stay at the weight desirable for you.

Dont neglect liquids. Drink water often.

**Your physician will tell you if for any reason you should omit any of these foods and how to plan without them.*

USING FOODS TO ADVANTAGE



If you follow a plan, it's not much of a puzzle to fit the recommended foods into pleasant meals that supply a balance of nourishment for the day. You are surer to include all that you need if you start with breakfast, and plan three good meals a day instead of one big one and a couple of skimpy ones. You may like to make your own basic plan. The one suggested below is good for meals at home or for eating out. It is useful, too, to know how to alternate the various foods within a group to fit your circumstances, as illustrated by the two sets of meals below.

	<i>A Basic Plan</i>	<i>Moderate Cost</i>	<i>Lower Cost</i>
Breakfast	1 serving citrus fruit or equivalent, p. 10 1 egg, often 1 serving cereal, or 1 slice bread and butter 1 glass milk	Orange juice Egg Buttered toast Milk or milk drink	Tomato juice Oatmeal Milk on cereal and to drink
Lunch or Supper	1 serving meat, eggs, or cheese; sometimes dried beans, peas, peanut butter 1 serving vegetable or fruit 1-2 slices bread and butter 1 glass milk Simple dessert sometimes; as fruit, custard	Broiled cheese and bacon sandwich Tomatoes Fruit Milk or milk drink	Chicken or split pea soup and crackers Carrot sticks or relishes Milk Cookies
Dinner	1 serving meat, fish, or poultry 1 serving potato 1 serving other vegetable 1 serving fruit (if 2 not yet eaten) 1 serving bread and butter Simple dessert, as ice cream	Roast beef Small baked potato Broccoli Fruit salad Hot roll, butter Ice cream on small piece angel food cake	Meat patties Creamed potatoes Pineapple cole slaw Bread, butter Custard
Snacks	Milk and fruit	Milk or cheese and fruit	Milk, fruit juice



MILK FOR ALL AGES

You think you don't need milk at 50, more or less? Look what the scientists say:

Adults throughout life need nearly as much calcium as do children.

2 glasses of milk give you about . . .

$\frac{3}{4}$ of your day's calcium need

$\frac{1}{2}$ your riboflavin

$\frac{1}{4}$ your protein

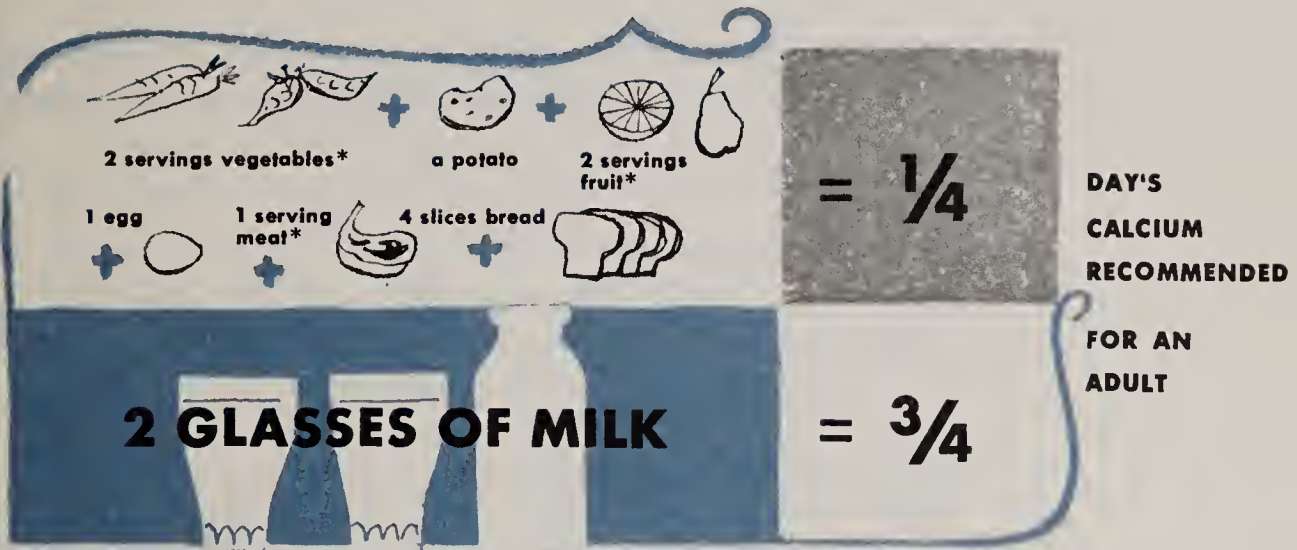
335 calories . . . and in such good company with other food values

These and other qualities combine to make milk one of Nature's "wholes" of greater value than the sum of its known parts.

A 3rd glass of milk . . . whole, skim, or buttermilk . . . pays an extra dividend you do well to collect.

You can lay a good foundation for each meal with milk and whole-grain or enriched bread or cereal in some form. These two foods, which are very economical, can provide a generous share of all the nutrients you need, except vitamin C and iron. The combination of bread and milk or cereal and milk is nutritionally excellent.

MILK IN MANY WAYS



**Commonly used kinds, averaged*

Without at least 2 glasses of milk, you would find it difficult to eat enough other every-day foods to get your calcium.

pleasant and easy to serve, plain or flavored . . . as cafe au lait (half milk, half coffee), in milk shakes, egg nogs.

But you can eat milk too, in . . .

creamed dishes souffles and rarebits batters
 creamed soups custards and puddings with cereals
 As Cheddar-type cheese . . . a concentrated form of milk.
 And as ice cream . . . for ice cream gives all milk's food values but in slightly different proportions.

Alternates in dairy foods . . .

1 cup of whole milk can be replaced by . . .
 1 cup skim milk + 1 medium pat butter
 1 cup buttermilk + 1 medium pat butter
 $\frac{1}{3}$ pint ice cream + $\frac{1}{2}$ cup skim milk,
 using 1 less pat butter
 $1\frac{1}{4}$ inch cube ($1\frac{1}{4}$ oz.) Cheddar-type cheese

Medium pat butter = 12 pats to quarter pound

Medium pat butter = 2 tablespoons coffee cream

PROTECTING YOUR POCKET BOOK

Spend first for the foods important for health; it's wasteful to neglect them to buy other foods. And try some of these safe ways to stretch your food dollar:

For inexpensive, fine quality protein . . .

- Ground lean meat, stewing meat, liver, kidneys, other lower cost cuts that are not mostly bone, fat, gristle.
- Beef, lamb, pork liver instead of calves liver.
- Hens, turkeys; fish . . . fresh, frozen, canned.
- Cottage cheese . . . so easy to use. It equals lean meat in protein, as do Cheddar and most cheese.
- Cheese combines with inexpensive macaroni, potatoes, bread; in salads; with fruit or crackers as dessert.
- Eggs cost less in season; brown or white, Grade A or Grade B, food value is the same.
- Eggs, cheese, and milk make many economical dishes.

For good buys in fruits and vegetables . . .

- Fresh fruits and vegetables taste better, cost less, in season.
- Fresh, canned, dried, frozen . . . all have good food values. Compare costs per serving for best buys.
- Less expensive grades of canned fruits and vegetables have the same food values as the more costly.

Alternate vitamin C rich foods

- Oranges, grapefruit . . . fresh, frozen or canned fruits or juices, whichever costs less.
- Tomatoes . . . fresh, canned or juice (*use twice as much as citrus fruit*).
- Cantaloupe and strawberries . . . when costs are low in season.

Breads and cereals . . .

- Buy whole-grain or enriched products . . . otherwise you get little besides calories . . . breads made with milk have additional values.
- Ready-baked pastries, jams, jellies should not cut into limited money for milk, eggs, meat, fruit, vegetables.



TOO MANY POUNDS OR TOO FEW ?

Can you remember what you weighed at 30? Believe it or not . . . if that weight was right for you then, it's probably not far from right for you now. Any extra pounds that have clung to you may handicap looks and health.

If you've been overweight a long time, or need to lose more than a few pounds, see your physician and let him advise you how fast, how much, and how to lose.

Have you joined the weight-watchers? Fat is stored if you take in more food energy, or calories, than your body uses. As we grow older, we usually need *less* calories, but not less protein, minerals, and vitamins.

Eat less, then, but choose chiefly foods high in protein, minerals, vitamins . . . milk (whole, skim, and buttermilk), milk products, lean or moderately fat meats, eggs, vegetables, fruits, whole-grain or enriched bread and cereals. These foods, used in moderation, will supply the nourishment you need without supplying too many calories. The guide on page 6 helps you make wise choice of foods.

If your physician says you're underweight, eat more, especially of the building foods. Exercise to create appetite. An extra glass of milk, dish of ice cream, larger serving of meat and potato, more bread and butter may start you up the scale.



